

**CLAIMS**

1. A method for facilitating a multiplayer game using a plurality of wireless devices that are connected via a wireless network, the method comprising the steps of:  
receiving a request to transfer information between at least two of the wireless devices during the multiplayer game, the information being at least one of text, audio, and image information;  
determining whether the requested transfer is permitted according to a set of predefined rules for the multiplayer game; and  
transferring the information between the at least two wireless devices only if it is determined that the predefined rules permit the requested transfer.
2. The method of claim 1, wherein the at least two wireless devices are mobile telephones and the wireless network is a mobile telephone network.
3. The method of claim 1, wherein each of the at least two wireless devices is operated by a participant of the multiplayer game.

4. The method of claim 1,  
wherein at least some of the plurality of wireless devices are operated by participants that are divided into a plurality of teams, and  
in the determining step, the determination is based at least partially on whether the at least two wireless devices are operated by participants on the same team or participants on different teams.
5. The method of claim 1, wherein the determining step includes the sub-steps of:  
determining whether a first of the at least two wireless devices is operated by a participant or a non-participating viewer;  
determining whether a second of the at least two wireless devices is operated by a participant or a non-participating viewer; and  
determining whether the requested transfer is permitted according to the predefined rules that apply to at least one of participants and viewers of the multiplayer game.
6. The method of claim 1, further comprising the step of sponsoring the multiplayer game by providing the set of predefined rules.
7. The method of claim 1, further comprising the step of sending a notification to at least one of the at least two wireless devices, if it is determined that the predefined rules do not permit the requested transfer.

8. The method of claim 1, wherein the multiplayer game is a multiplayer reality game and the information is a live image or live video.

9. A wireless device for use with a multiplayer game, the wireless device comprising:

an input interface for receiving a request to transfer information with at least one other wireless device during the multiplayer game, the information being at least one of text, audio, and image information;

a game framework component for determining whether the requested transfer is permitted according to a set of predefined rules for the multiplayer game; and

a communication interface for transferring the information with the at least one other wireless device via a wireless network only if it is determined that the predefined rules permit the requested transfer.

10. The wireless device of claim 9, wherein the wireless device is a mobile telephone and the wireless network is a mobile telephone network.

11. The wireless device of claim 9, wherein the game framework component determines whether the wireless device is operated by a participant or a non-participating viewer, determines whether the at least one other wireless device is operated by a participant or a non-participating viewer, and determines whether the requested transfer is permitted according to the predefined rules that apply to at least one of participants and viewers of the multiplayer game.

12. The wireless device of claim 9, further comprising storage for storing the set of predefined rules.

13. The wireless device of claim 9, wherein the game framework component receives the set of predefined rules from a sponsor of the multiplayer game.

14. The wireless device of claim 9, further comprising a rule interface for sponsoring the multiplayer game by providing the set of predefined rules to the other wireless device.

15. The wireless device of claim 9, wherein the multiplayer game is a multiplayer reality game and the information is a live image or live video.

16. A server for facilitating a multiplayer game over a wireless network, the server comprising:

an input interface for receiving a request to transfer information between at least two wireless devices during the multiplayer game, the information being at least one of text, audio, and image information;

a game framework component for determining whether the requested transfer is permitted according to a set of predefined rules for the multiplayer game; and

a communication interface for transferring the information between the at least two wireless devices via a wireless network only if it is determined that the predefined rules permit the requested transfer.

17. The server of claim 16, wherein the game framework component determines whether a first of the at least two wireless devices is operated by a participant or a non-participating viewer, determines whether a second of the at least two wireless devices is operated by a participant or a non-participating viewer, and determines whether the requested transfer is permitted according to the predefined rules that apply to at least one of participants and viewers of the multiplayer game.

18. The server of claim 16, wherein the game framework component receives the set of predefined rules from one of the at least two wireless devices.

19. The server of claim 16, wherein the multiplayer game is a multiplayer reality game and the information is a live image or live video.

20. The server of claim 16, wherein the game framework component determines whether the requested transfer is permitted based at least partially on whether the at least two wireless devices are operated by participants on the same team or participants on different teams.

21. The server of claim 16, wherein the game framework component determines the outcome of the game based at least partially on the predefined rules.